

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2017/2018

### PMA0013 – MEDIA APPRECIATION

(All sections / Groups)

13 OCTOBER 2017

9.00 AM - 11.00 AM

( 2 Hours )

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages including this cover page with 6 questions only.
2. In **Section A**, answer any **TWO** out of the four questions.  
In **Section B**, answer **ALL** questions. All questions carry equal marks.
3. Please write all your answers in the answer booklet provided.

Section A: Answer only **TWO (2)** of the following **FOUR (4)** questions.

*Answer the questions and print your answers clearly in the answer booklet. Always define keywords and provide examples to elaborate your discussion.*

**Question 1**

- a) Explain why 'paradigm shift' is needed for creative thinking. (2 marks)
- b) Below illustrated is an example of a Media Form: Art / Installation. Make an **interpretation** of the installation based on the given description and its appearance and then, make an **evaluation** based on your paradigm shift.



Installation by Nam June Paik  
Title: ELECTRONIC SUPERHIGHWAY  
Medium: TVs and Neon Lights  
Year: 1995

(8 marks)

**Question 2**

The *Uses and Gratifications Theory* proposed the idea that media serve four main types of needs.

- a) Why do you think they are still relevant for modern mass media? (5 marks)
- b) How is this theory applied in social media? (5 marks)

Continued...

**Question 3**

- a) Based on the media poster above, consider some of the ways in which the media have been used to change ideological beliefs and social attitudes. **(5 marks)**
- b) How do the media construct reality to make the news appear believable and authoritative to audiences? **(5 marks)**

**Question 4**

- a) Describe the roles of the printing press in the 14th century and photography in the 19th century towards revolutionizing the media? **(5 marks)**
- b) How different have new media revolutionized the media compared to the two media forms above? **(5 marks)**

**Continued...**

**Section B: Answer ALL questions.**

*Answer the questions and print your answers clearly in the answer booklet. Always define keywords and provide examples to elaborate your discussion.*

**Question 1**

New technologies and digital media have contributed to the process of globalisation: the idea that the world is becoming increasingly interconnected and smaller through one global culture.

- a. Based on this statement, evaluate whether or not new technologies and digital media pose more of a threat or an opportunity to media workers and producers. (5 marks)
- b. Evaluate the impact that new technologies and digital media have had on globalisation. (5 marks)

**Question 2**

- a. Provide a brief definition of digital art and how it differs from traditional art. (5 marks)
- b. Describe video art as an example of a digital art. (5 Marks)

**End of Paper.**

